

Fig 1

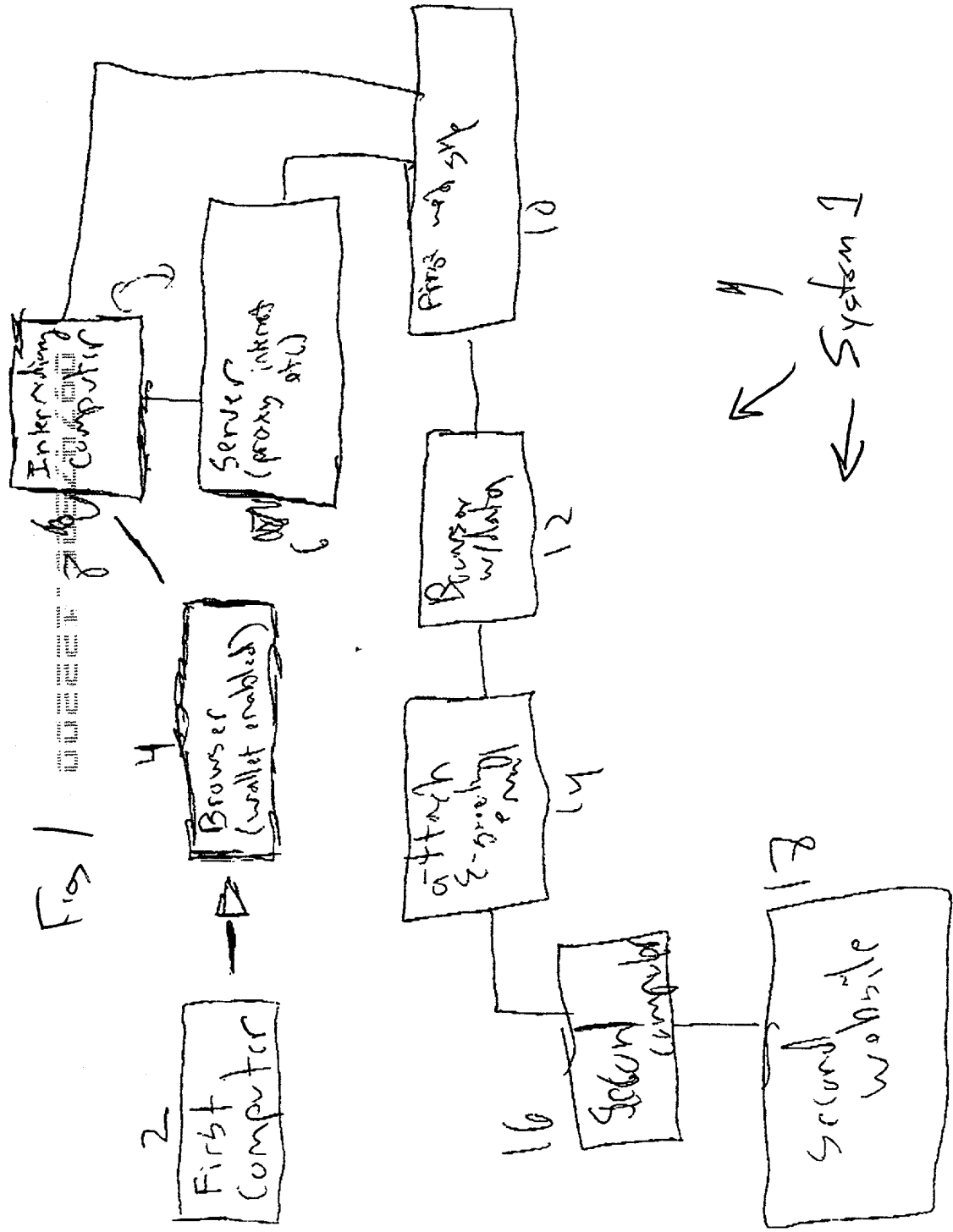
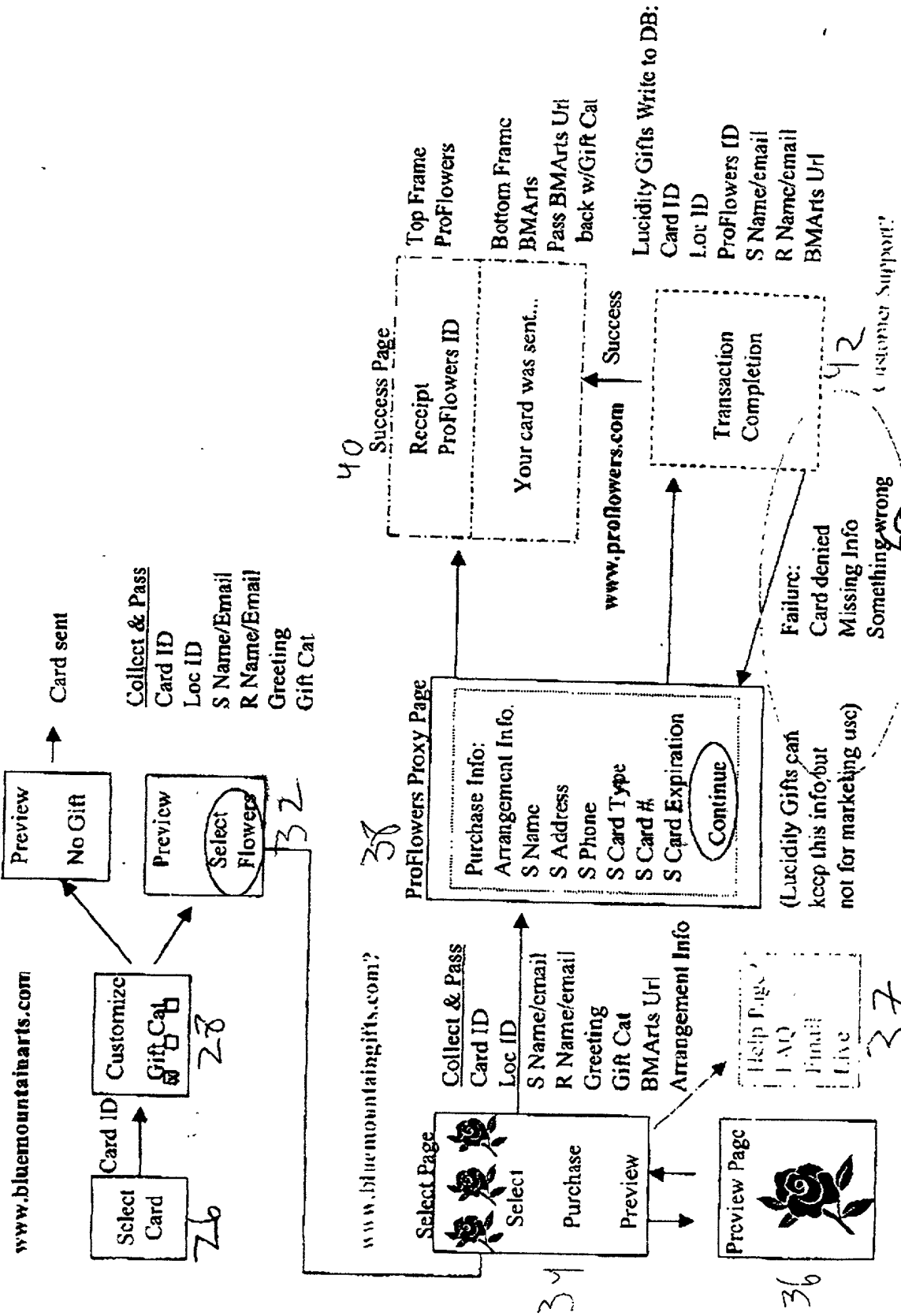
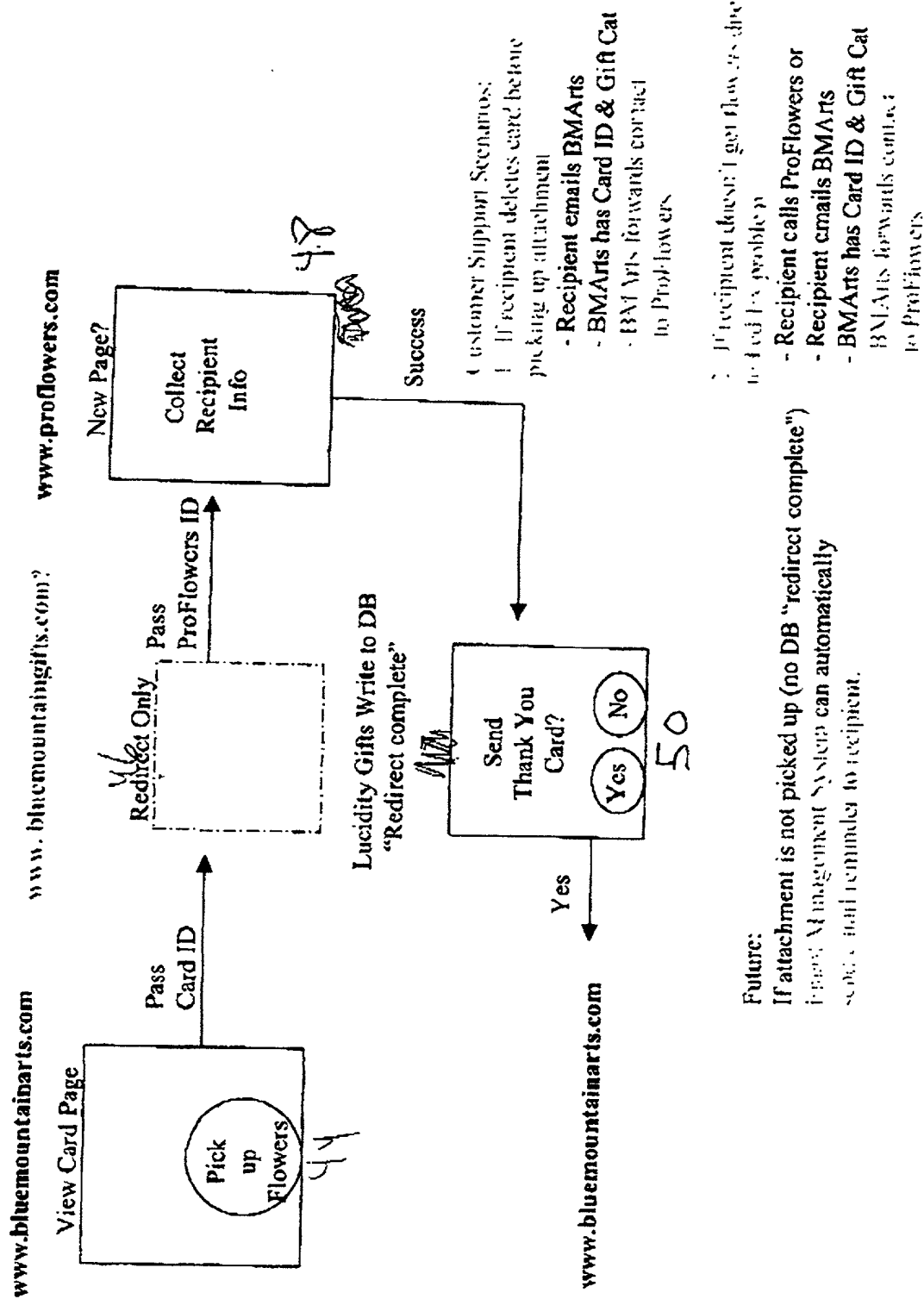


Fig 2

# Gift Attachments - Flowers Sender

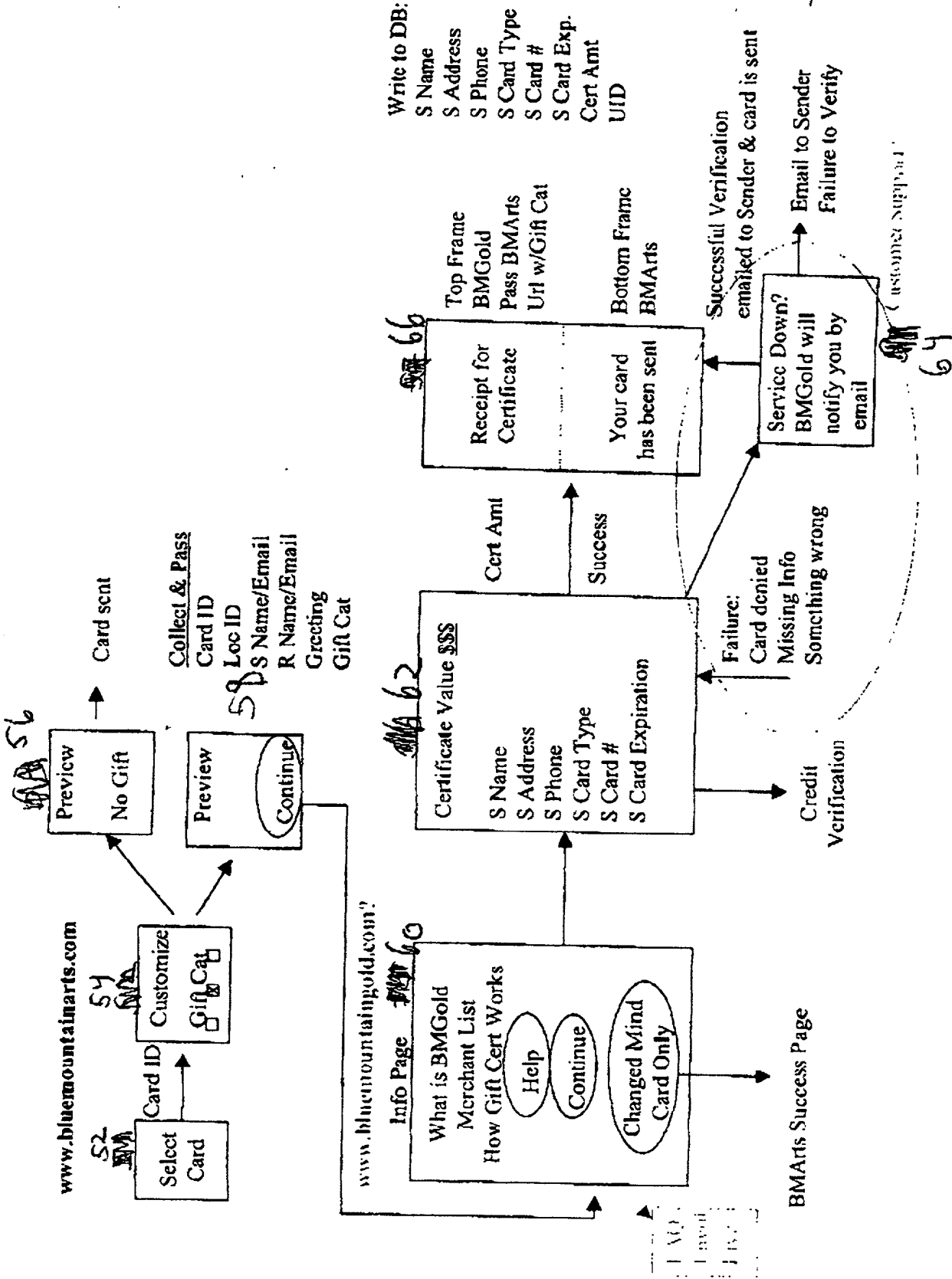


# Gift Attachments - Flowers Recipient

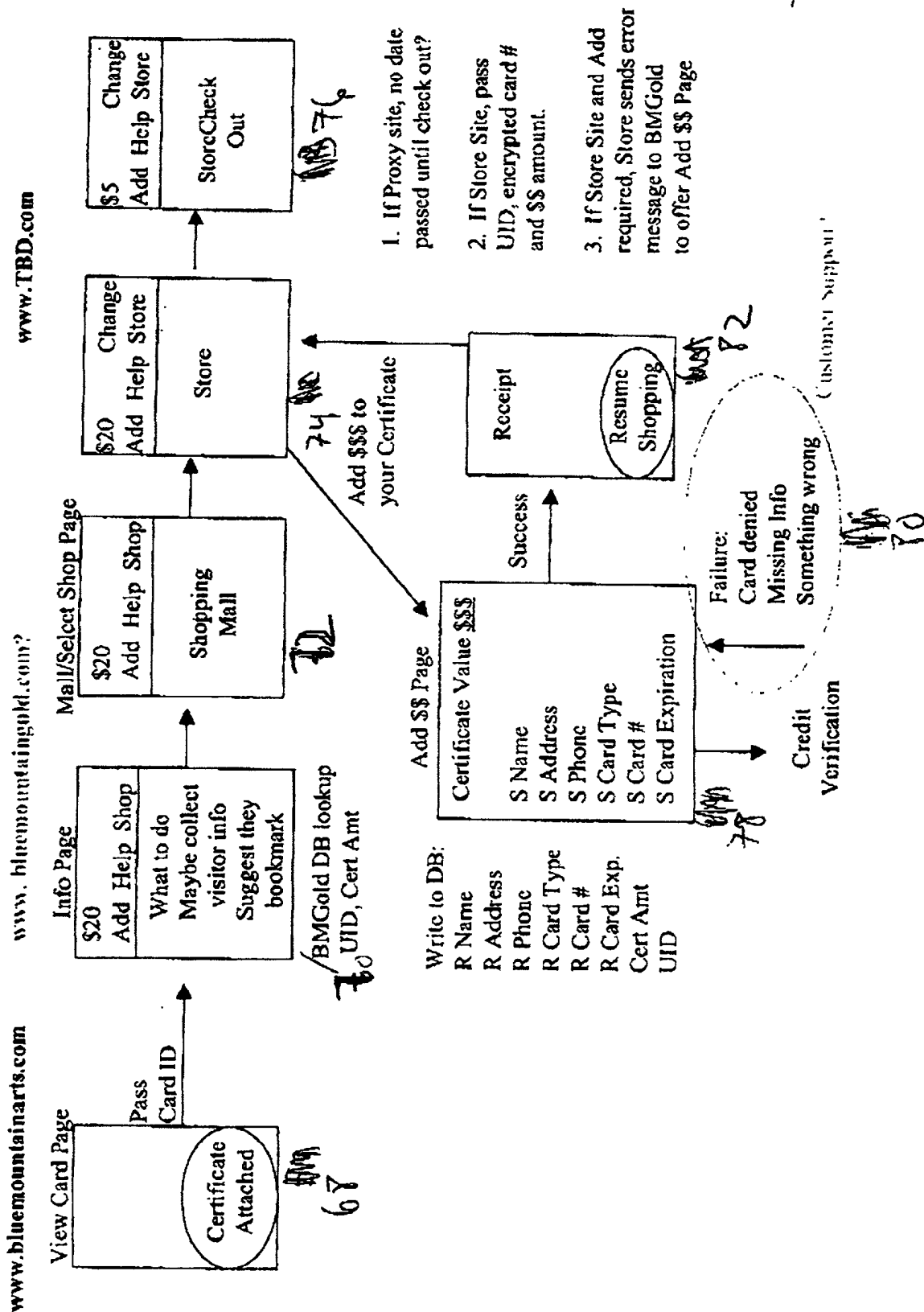


Free Gold

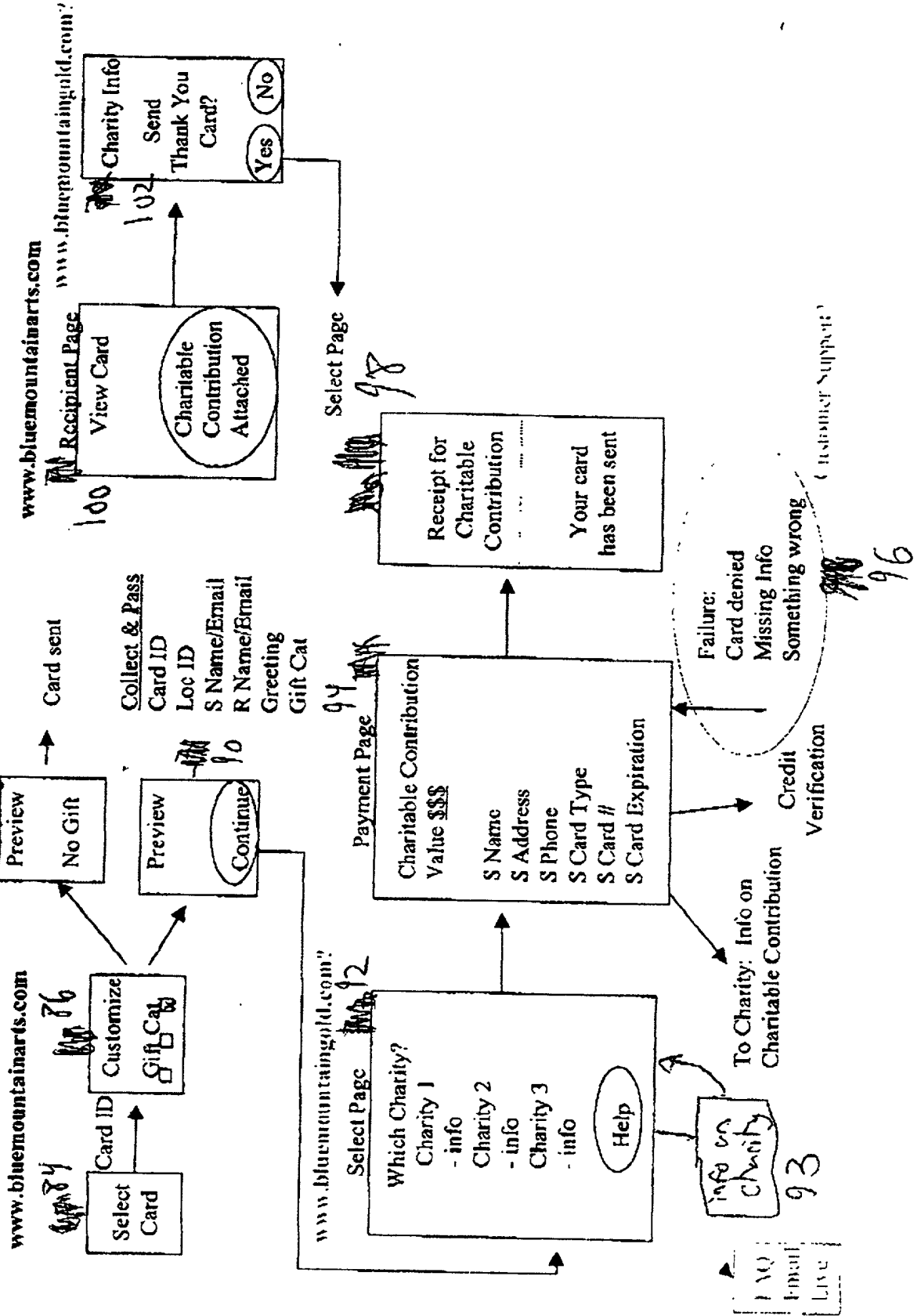
# Gift Certificate - Sender



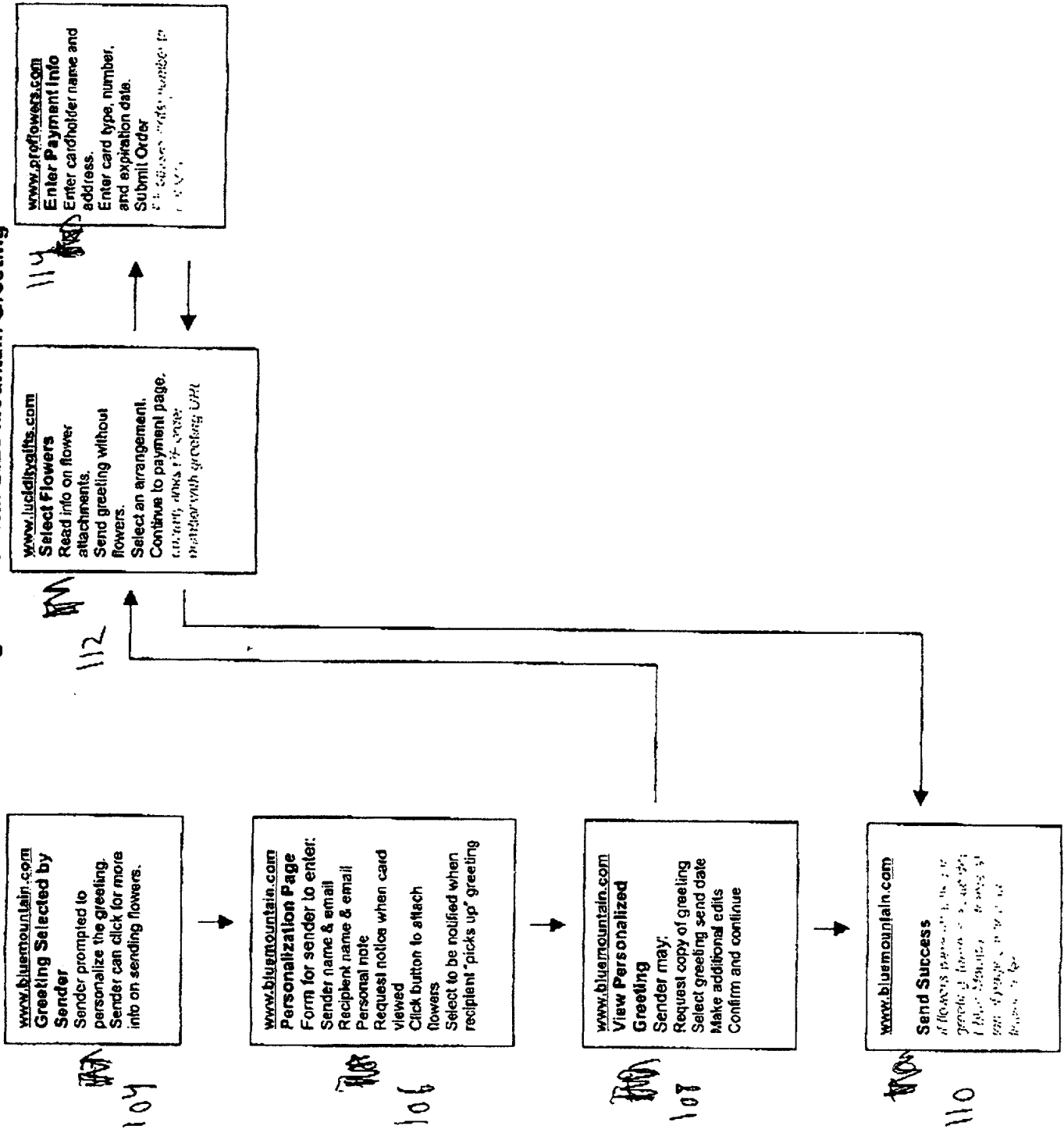
# Gift Certificate - Recipient



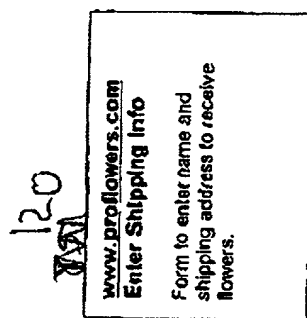
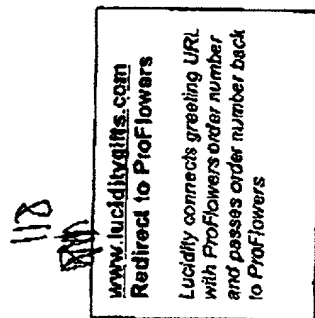
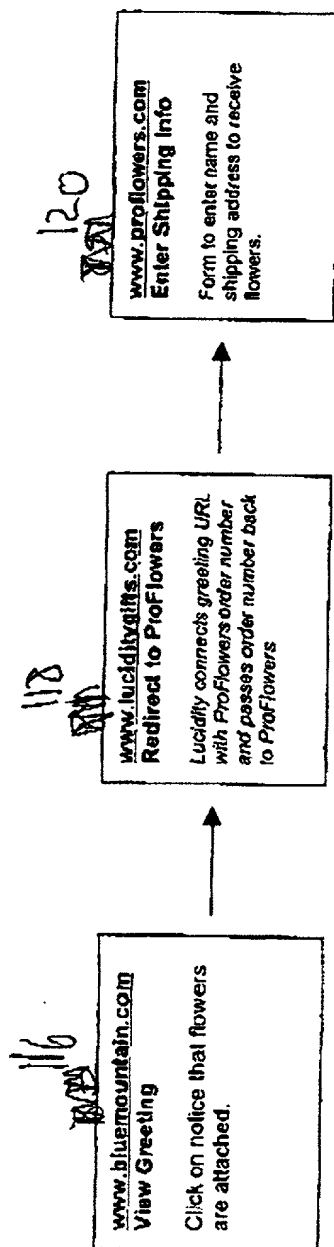
# Charity Attachment



# Process for Sending Flowers With Blue Mountain Greeting



## **Process for Receiving Flowers With Blue Mountain Greeting**





## Detailed Flow

### 1.) Card sent

Site: Blue Mountain ([www.bluemountain.com](http://www.bluemountain.com)).

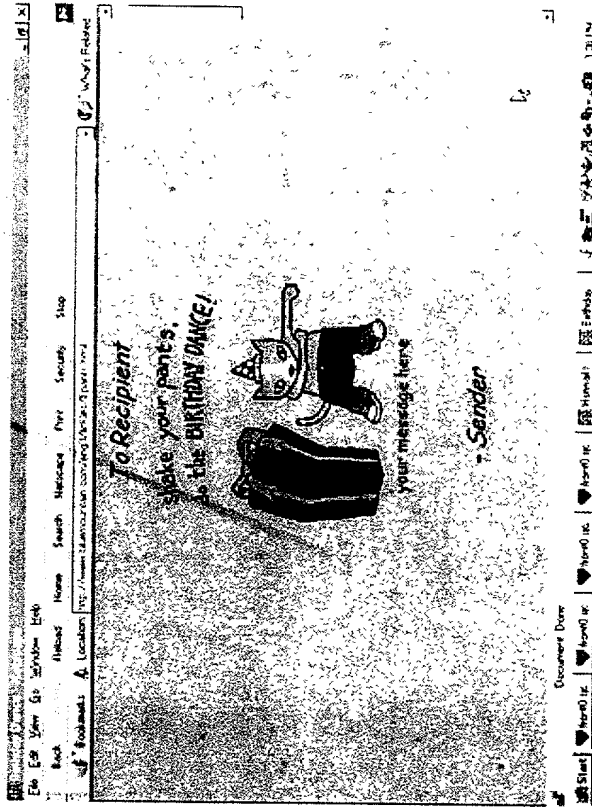
Select a card

Customize the card by entering "to" and "from" info, plus personal note.

Select choice to attach a gift.

Continue to select the specific merchandise.

Fig 9

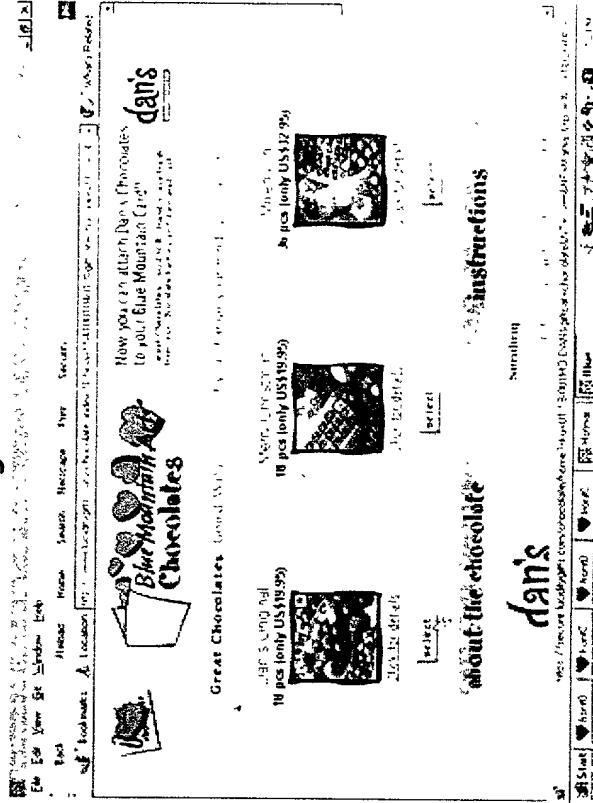


### 2.) Order selection & detailed information on products

Site: Lucidity

After hitting "continue" above, user goes to a page to select the specific merchandise to attach. This page, along with detailed views of the available products, is hosted by Lucidity.

Fig 10



### 3.) Initial Order

Site: Lucidity

After user makes a selection, the form fields will be validated as specified in table 1. The form data will be posted to this URL on Gift Merchant site:

[www.savage-comedy.com/~dans/card/initialize.phtml](http://www.savage-comedy.com/~dans/card/initialize.phtml)

Gift Merchant then will return success or failure based on the data submitted. Potential causes for failure are that critical data is not supplied, critical data is incorrect (e.g. the credit card information does not pass verification), or the credit card is denied. Since the result will be posted in response to the submission, the URL mentioned above would be the functional interface to Gift Merchant back end systems. Gift Merchant does the necessary processing behind the scenes and then returns the appropriate return code, where 'status' will be 'OK' if everything is alright or contain a descriptive string (like "Credit Card not approved", or "Zip code is a required field", etc.) upon failure. 'ID' will be present only if the status is 'OK' and will contain the unique identifier used to later complete the order.

Lucidity will save the ID field and use it to create a URL that the recipient will use to pick up their gift.

Fig 11

Fig 12

Fig 13

Table 1: Data fields sent to Gift Merchant

Name	Max Len	Requirements
fromEmail	100	valid email address – <a href="mailto:someone@subdomain.dom">someone@subdomain.dom</a>
toEmail	100	as above
fromFirstName	15	
fromLastName	20	
fromAddress1	30	
fromAddress2	30	optional
fromCity	18	
fromState	2	‘AL’ to ‘WY’ (only 50 states)
fromZip	10	5 or 9 digits
fromPhone1	15	daytime phone – 10 digits (area code + phone number)
fromPhone2	15	optional evening phone (as above)
fromCcNumber	19	13 to 16 digits, Amex, Visa, MC or Visa. Should be checked for proper type of card and checksum validity. We can provide this code if needed.
fromCcCardholder	30	optional but takes priority over ‘fromFirstName’ + ‘ ‘ + ‘fromLastName’
fromCcExpMonth	2	month as ‘1’ to ‘12’
fromCcExpYear	4	year as ‘1999’ to ‘2006’
SKU	varies	string containing product SKU